



KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Cooke for Governor-D
124 South 600 East
Salt Lake City, UT 84102

Contract # 1387933

Schedule Dates 10/08/12-11/06/12
Advertiser Cooke for Governor-D (74458)
Agency Cooke for Governor-D (13093)
Product POLITICAL CANDIDATE (ns) (1186)
Brand cooke for governor oct 8 through nov 5 (478281)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name Bishop, Mary
Phone/Fax (801) 363-2270 /
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 10/03/12
Last Modified 10/11/12
Entered By Chantyce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,588.25
Net Total \$31,666.75
Sales Tax

Salt Lake City (KUTV)			
By Broadcast Month	Spots	Rate	
Oct. 2012	82	\$17,750.00	
Nov. 2012	57	\$19,505.00	
Grand Total:	139	\$37,255.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / News	10/08/12-11/02/12	1	:30	5A- News-2 News This Morning 5a	2	X	X	X	X	X			2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/3/12
1.1	End Dated Line / News	10/08/12-10/12/12	1	:30	5A- News-2 News This Morning 5a	2	X	X	X	X	X			2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/11/12
2.0	Revised Line / News	11/05/12-11/06/12	1	:30	5A- News-2 News This Morning 5a	1	1							1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/3/12
2.1	Normal Line / News	11/05/12-11/05/12	1	:30	5A- News-2 News This Morning 5a	1								1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/11/12
3.0	Revised Line / News	10/08/12-10/26/12	1	:30	5:30A- News-2 News This Morning 530a	2	X	X	X	X	X			2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/3/12
3.1	End Dated Line / News	10/08/12-10/12/12	1	:30	5:30A- News-2 News This Morning 530a	2	X	X	X	X	X			2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/11/12
5.0	Revised Line / News	11/05/12-11/06/12	1	:30	5:30A- News-2 News This Morning 530a	2	1							2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/3/12
5.1	Normal Line / News	11/05/12-11/05/12	1	:30	5:30A- News-2 News This Morning 530a	2								2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/11/12
6.0	Revised Line / News	10/08/12-11/02/12	3	:30	6A- 8A (MST)	3	X	X	X	X	X			3	\$275.00	\$825.00	Salt Lake City (KUTV)		10/3/12
6.1	End Dated Line / News	10/08/12-10/12/12	3	:30	6A- 8A (MST)	3	X	X	X	X	X			3	\$275.00	\$825.00	Salt Lake City (KUTV)		10/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

K. Smith

10/11/12

REVISION - CONVERT TO BRANDS



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7.0	Revised Line / News	11/05/12-11/06/12	3	:30	6A- 8A (MST)	1	1							1			Salt Lake City (KUTV)		10/3/12
7.1	Normal Line / News	11/05/12-11/05/12	3	:30	6A- 8A (MST)	1								1		\$275.00	Salt Lake City (KUTV)		10/11/12
8.0	Revised Line / SPOT	10/08/12-11/02/12	1	:30	8A- CBS- This Morning (New Title)	2	X	X	X	X	X						Salt Lake City (KUTV)		10/3/12
8.1	End Dated Line / SPOT	10/08/12-10/12/12	1	:30	8A- CBS- This Morning (New Title)	2	X	X	X	X	X			2		\$300.00	Salt Lake City (KUTV)		10/11/12
9.0	Revised Line / SPOT	11/05/12-11/06/12	1	:30	8A- CBS- This Morning (New Title)	1	1										Salt Lake City (KUTV)		10/3/12
9.1	Normal Line / SPOT(B/E)	11/05/12-11/05/12	1	:15	:15- 8A- CBS- This Morning (New Title)	1								1		\$300.00	Salt Lake City (KUTV)		10/11/12
10.0	Normal Line / SPOT	10/08/12-11/02/12	3	:30	2P- CBS- The Talk	2	X	X	X	X	X			8		\$175.00	Salt Lake City (KUTV)		10/3/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	2P- CBS- The Talk	1								1		\$175.00	Salt Lake City (KUTV)		10/3/12
12.0	Revised Line / SPOT	10/08/12-10/26/12	3	:30	3P- Ricki Lake	3	X	X	X	X	X						Salt Lake City (KUTV)		10/3/12
12.1	End Dated Line / SPOT	10/08/12-10/12/12	3	:30	3P- Ricki Lake	3	X	X	X	X	X			3		\$225.00	Salt Lake City (KUTV)		10/11/12
13.0	Revised Line / SPOT	10/29/12-11/02/12	3	:30	3P- Ricki Lake	4	X	X	X	X	X						Salt Lake City (KUTV)		10/3/12
13.1	Normal Line / SPOT	10/29/12-11/02/12	3	:30	3P- Ricki Lake	3	X	X	X	X	X			3		\$225.00	Salt Lake City (KUTV)		10/11/12

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14.0	Revised Line / SPOT	11/05/12-11/06/12	3	:30	3p- Ricki Lake	2	1							2	\$225.00	\$450.00	Salt Lake City (KUTV)		10/3/12
14.1	Normal Line / SPOT	11/05/12-11/05/12	3	:30	3p- Ricki Lake	2								2	\$225.00	\$450.00	Salt Lake City (KUTV)		10/11/12
15.0	Revised Line / News	10/08/12-10/26/12	3	:30	4p- News-2 News at 4p	3	X	X	X	X	X			3	\$175.00	\$525.00	Salt Lake City (KUTV)		10/3/12
15.1	End Dated Line / News	10/08/12-10/12/12	3	:30	4p- News-2 News at 4p	3	X	X	X	X	X			3	\$175.00	\$525.00	Salt Lake City (KUTV)		10/11/12
16.0	Revised Line / News	10/29/12-11/02/12	3	:30	4p- News-2 News at 4p	4	X	X	X	X	X			3	\$175.00	\$525.00	Salt Lake City (KUTV)		10/3/12
16.1	Normal Line / News	10/29/12-11/02/12	3	:30	4p- News-2 News at 4p	3	X	X	X	X	X			3	\$175.00	\$525.00	Salt Lake City (KUTV)		10/11/12
17.0	Revised Line / News	11/05/12-11/06/12	3	:30	4p- News-2 News at 4p	2	1							2	\$175.00	\$350.00	Salt Lake City (KUTV)		10/3/12
17.1	Normal Line / News	11/05/12-11/05/12	3	:30	4p- News-2 News at 4p	2								2	\$175.00	\$350.00	Salt Lake City (KUTV)		10/11/12
18.0	Revised Line / News	10/08/12-10/19/12	3	:30	4:30p- News-2 News at 430p	3	X	X	X	X	X			3	\$200.00	\$600.00	Salt Lake City (KUTV)		10/3/12
18.1	End Dated Line / News	10/08/12-10/12/12	3	:30	4:30p- News-2 News at 430p	3	X	X	X	X	X			3	\$200.00	\$600.00	Salt Lake City (KUTV)		10/11/12
19.0	Revised Line / News	10/22/12-11/02/12	3	:30	4:30p- News-2 News at 430p	4	X	X	X	X	X			4	\$200.00	\$800.00	Salt Lake City (KUTV)		10/3/12
19.1	Normal Line / News	10/22/12-11/02/12	3	:30	4:30p- News-2 News at 430p	3	X	X	X	X	X			3	\$200.00	\$600.00	Salt Lake City (KUTV)		10/11/12

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20.0	Revised Line / News	11/05/12-11/05/12	3	:30	4:30P- News 2 News at 430p	1	1							1			Salt Lake City (KUTV)		10/3/12
20.1	Normal Line / News(B/E)	11/05/12-11/05/12	3	:15/:15	4:30P- News 2 News at 430p	1	1							1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/11/12
21.0	Revised Line / News	10/29/12-11/02/12	1	:30	10P- News 2 News at 10p	1	1	X	X	X	X	X					Salt Lake City (KUTV)		10/3/12
21.1	Normal Line / News(B/E)	10/29/12-11/02/12	1	:15/:15	10P- News 2 News at 10p	1	1	X	X	X	X	X		1	\$2,500.00	\$2,500.00	Salt Lake City (KUTV)		10/11/12
22.0	Revised Line / News	11/05/12-11/05/12	1	:30	10P- News 2 News at 10p	1	1										Salt Lake City (KUTV)		10/3/12
22.1	Normal Line / News(B/E)	11/05/12-11/05/12	1	:15/:15	10P- News 2 News at 10p	1	1							1	\$2,500.00	\$2,500.00	Salt Lake City (KUTV)		10/11/12
23.0	Normal Line / SPOT	10/08/12-10/26/12	3	:30	10:35P- CBS-The David Letterman Show	3	X	X	X	X	X			9	\$285.00	\$2,565.00	Salt Lake City (KUTV)		10/3/12
24.0	Normal Line / SPOT	10/29/12-11/02/12	3	:30	10:35P- CBS-The David Letterman Show	4	X	X	X	X	X			4	\$285.00	\$1,140.00	Salt Lake City (KUTV)		10/3/12
25.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10:35P- CBS-The David Letterman Show	1								1	\$285.00	\$285.00	Salt Lake City (KUTV)		10/3/12
26.0	Revised Line / SPOT	10/08/12-11/02/12	3	:30	11:35P- CBS-The Late, Late Show	4	X	X	X	X	X						Salt Lake City (KUTV)		10/3/12
26.1	End Dated Line / SPOT	10/08/12-10/12/12	3	:30	11:35P- CBS-The Late, Late Show	4	X	X	X	X	X			4	\$80.00	\$320.00	Salt Lake City (KUTV)		10/11/12

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Oct. 2012 82 \$17,750.00
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27.0	Revised Line / SPOT	11/05/12-11/05/12	3	:30	11:35P- CBS-The Late, Late Show	2								1	\$80.00	\$80.00	Salt Lake City (KUTV)		10/3/12
27.1	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:35P- CBS-The Late, Late Show	1								1	\$1,000.00	\$1,000.00	Salt Lake City (KUTV)		10/11/12
28.0	Normal Line / Prime	11/02/12-11/02/12	3	:30	9P- CBS-Blue Bloods (Friday)						1			1	\$300.00	\$300.00	Salt Lake City (KUTV)		10/3/12
29.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	8A- CBS-News Sunday Morning							1		1	\$1,500.00	\$1,500.00	Salt Lake City (KUTV)		10/10/12
30.0	Normal Line / Football	11/04/12-11/04/12	3	:30	5A- Sports-CBS NFL								1	3	\$200.00	\$600.00	Salt Lake City (KUTV)		10/11/12
31.0	Normal Line / News	10/15/12-11/02/12	1	:15	5A- News-2 News This Morning 5a	1	X	X	X	X	X			3	\$200.00	\$600.00	Salt Lake City (KUTV)		10/11/12
32.0	Normal Line / News(B/E)	10/15/12-11/02/12	1	:15	5A- News-2 News This Morning 5a	1	X	X	X	X	X			1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/11/12
33.0	Normal Line / News(B/E)	11/06/12-11/06/12	1	:30	5:30A- News-2 News This Morning 530a	1	X	X	X	X	X			2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/11/12
34.0	Normal Line / News	10/15/12-10/26/12	1	:15	5:30A- News-2 News This Morning 530a	1	X	X	X	X	X			2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/11/12
35.0	Normal Line / News(B/E)	10/15/12-10/26/12	1	:15	5:30A- News-2 News This Morning 530a	1	X	X	X	X	X			2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/11/12

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36.0	Normal Line / News(B/E)	10/29/12-11/02/12	1	:15	5:30A- News-2 News This Morning 530a	1	X	X	X	X	X			1	\$350.00	\$350.00	Salt Lake City (KUTV)		10/11/12
37.0	Normal Line / News	10/29/12-11/02/12	1	:30	5:30A- News-2 News This Morning 530a	2	X	X	X	X	X			2	\$350.00	\$700.00	Salt Lake City (KUTV)		10/11/12
38.0	Normal Line / News(B/E)	11/06/12-11/06/12	1	:15	5:30A- News-2 News This Morning 530a	1		1						1	\$350.00	\$350.00	Salt Lake City (KUTV)		10/11/12
39.0	Normal Line / News	10/15/12-11/02/12	3	:30	6A- 8A (MST)	2	X	X	X	X	X			6	\$275.00	\$1,650.00	Salt Lake City (KUTV)		10/11/12
40.0	Normal Line / News(B/E)	10/15/12-11/02/12	3	:15	15:15- 6A- 8A (MST)	1	X	X	X	X	X			3	\$275.00	\$825.00	Salt Lake City (KUTV)		10/11/12
41.0	Normal Line / News(B/E)	11/06/12-11/06/12	3	:15	15:15- 6A- 8A (MST)	1		1						1	\$275.00	\$275.00	Salt Lake City (KUTV)		10/11/12
42.0	Normal Line / SPOT	10/15/12-11/02/12	1	:30	8A- CBS-This Morning (New Title)	1	X	X	X	X	X			3	\$300.00	\$900.00	Salt Lake City (KUTV)		10/11/12
43.0	Normal Line / SPOT(B/E)	10/15/12-11/02/12	1	:15	15:15- 8A- CBS-This Morning (New Title)	1	X	X	X	X	X			3	\$300.00	\$900.00	Salt Lake City (KUTV)		10/11/12
44.0	Normal Line / SPOT	11/06/12-11/06/12	1	:30	8A- CBS-This Morning (New Title)	1		1						1	\$300.00	\$300.00	Salt Lake City (KUTV)		10/11/12
45.0	Normal Line / SPOT	10/15/12-10/26/12	3	:30	3P- Ricki Lake	2	X	X	X	X	X			4	\$225.00	\$900.00	Salt Lake City (KUTV)		10/11/12
46.0	Normal Line / SPOT(B/E)	10/15/12-10/26/12	3	:15	15:3P- Ricki Lake	1	X	X	X	X	X			2	\$225.00	\$450.00	Salt Lake City (KUTV)		10/11/12

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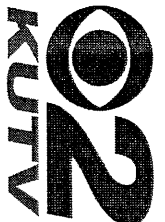
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Nov. 2012	57	\$19,505.00
Grand Total:	139	\$37,255.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
47.0	Normal Line / SPOT(B/E)	10/29/12-11/02/12	3	:15/:15	3P- Ricki Lake	1	X	X	X	X	X			1	\$225.00	\$225.00	Salt Lake City (KUTV)		10/11/12
48.0	Normal Line / SPOT(B/E)	11/06/12-11/06/12	3	:15/:15	3P- Ricki Lake			1						1	\$225.00	\$225.00	Salt Lake City (KUTV)		10/11/12
49.0	Normal Line / News	10/15/12-10/26/12	3	:30	4P- News-2 News at 4p	2	X	X	X	X	X			4	\$175.00	\$700.00	Salt Lake City (KUTV)		10/11/12
50.0	Normal Line / News(B/E)	10/15/12-10/26/12	3	:15/:15	4P- News-2 News at 4p	1	X	X	X	X	X			2	\$175.00	\$350.00	Salt Lake City (KUTV)		10/11/12
51.0	Normal Line / News(B/E)	10/29/12-11/02/12	3	:15/:15	4P- News-2 News at 4p	1	X	X	X	X	X			1	\$175.00	\$175.00	Salt Lake City (KUTV)		10/11/12
53.0	Normal Line / News(B/E)	11/06/12-11/06/12	3	:15/:15	4P- News-2 News at 4p			1						1	\$175.00	\$175.00	Salt Lake City (KUTV)		10/11/12
54.0	Normal Line / News	10/15/12-10/19/12	3	:30	4:30P- News-2 News at 430p	2	X	X	X	X	X			2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/11/12
55.0	Normal Line / News(B/E)	10/15/12-10/19/12	3	:15/:15	4:30P- News-2 News at 430p	1	X	X	X	X	X			1	\$200.00	\$200.00	Salt Lake City (KUTV)		10/11/12
56.0	Normal Line / News(B/E)	10/22/12-11/02/12	3	:15/:15	4:30P- News-2 News at 430p	1	X	X	X	X	X			2	\$200.00	\$400.00	Salt Lake City (KUTV)		10/11/12
57.0	Normal Line / SPOT	10/15/12-11/02/12	3	:30	11:35P- CBS-The Late, Late Show	3	X	X	X	X	X			9	\$80.00	\$720.00	Salt Lake City (KUTV)		10/11/12
58.0	Normal Line / SPOT(B/E)	10/15/12-11/02/12	3	:15/:15	11:35P- CBS-The Late, Late Show	1	X	X	X	X	X			3	\$80.00	\$240.00	Salt Lake City (KUTV)		10/11/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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KUTV
299 S Main St
Ste 150
Salt Lake City, UT 84111

Cooke for Governor-D
124 South 600 East
Salt Lake City, UT 84102

Contract # 1387933

Schedule Dates 10/08/12-11/06/12
Advertiser Cooke for Governor-D (74458)
Agency Cooke for Governor-D (13093)
Product POLITICAL CANDIDATE (ns) (1186)
Brand cooke for governor oct 8 through nov 5 (478281)
Salesperson Henderson, Kristen (2948)
Sales Office KUTV/KMYU
Buyer Name Bishop, Mary
Phone/Fax (801) 363-2270 /
CPE N/A
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 10/03/12
Last Modified 10/11/12
Entered By Chantyce Diehl
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,588.25
Net Total \$31,666.75
Sales Tax

Salt Lake City (KUTV)		
By Broadcast Month	Spots	Rate
Oct. 2012	82	\$17,750.00
Nov. 2012	57	\$19,505.00
Grand Total:	139	\$37,255.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
59.0	Normal Line / SPOT(B/E)	11/05/12-11/05/12	3	:15	11:35P- CBS- The Late, Late Show	1								1	\$80.00	\$80.00	Salt Lake City (KUTV)		10/11/12
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser: _____ Date: _____										Accepted-Station: _____ Date: _____ Comments: _____									



Cooke for Governor

Advertiser: Peter Cooke
 Agency: Connant Lee / TRACEY HARTY
 Length(s): :30
 Proposal #: 348077
 Market [Rank]: SALT LAKE CITY
 Books: RTK Q4 '12-L7
 Flight Dates: 10/08/12 - 11/05/12

Station Contact:
 Name: Jeff Olson - Kristin Henderson
 Phone: (801) 839-4100 - 1119
 Fax: K Henderson@KUTV2.com
 Email: jolson@kbn.net

Program	Rate	Oct	Oct	Oct	Oct	Nov	Cost	A2554			
DP Days Time	Weeks	8	15	22	29	5	Spots	000	CPM/SHR		
KUTV											
2NEWS THIS MORNING @ 5AM	\$200	2	2	2	2		\$2,000	27.0			
M M-F 5:00A-5:30A	5						10	\$7.41			
Rationale: RTK Q4 '12											
2NEWS THIS MORNING @ 5:30AM	\$350	2	2	2	3	3	\$4,200	36.0			
M M-F 5:30A-6:00A	5						12	\$9.72			
Rationale: RTK Q4 '12											
2NEWS THIS MORNING @ 6AM	\$275	3	3	3	3	2	\$3,850	65.3			
M M-F 6:00A-8:00A	5						14	\$4.21			
Rationale: RTK Q4 '12											
CBS THIS MORNING	\$300	2	2	2	2	2	\$3,000	56.3			
M M-F 8:00A-9:00A	5						10	\$5.33			
Rationale: RTK Q4 '12											
THE TALK	\$175	2	2	2	2	1	\$1,575	31.5			
D M-F 2:00P-3:00P	5						9	\$5.56			
Rationale: RTK Q4 '12											
RICKI LAKE	\$225	3	3	3	4	3	\$3,600	39.4			
D M-F 3:00P-4:00P	5						16	\$5.71			
Rationale: RTK Q4 '12											
2NEWS @ 4PM	\$175	3	3	3	4	3	\$2,800	39.4			
E M-F 4:00P-4:30P	5						16	\$4.44			
Rationale: RTK Q4 '12											
2NEWS @ 4:30PM	\$200	3	3	4	4	1	\$3,000	39.4			
E M-F 4:30P-5:00P	5						15	\$5.08			
Rationale: RTK Q4 '12											
2NEWS @ 10PM/M-F	\$2,500	-	-	-	1	1	\$5,000	91.1			
T M-F 10:00P-10:35P	2						2	\$27.44			
Rationale: RTK Q4 '12											
LATE SHOW WITH LETTERMAN	\$285	3	3	3	4	1	\$3,990	58.5			
L M-F 10:35P-11:37P	5						14	\$4.87			
Rationale: RTK Q4 '12											
LATE LATE SHOW WITH FERGUSON	\$80	4	4	4	4	2	\$1,440	45.0			
L M-F 11:37P-12:37A	5						18	\$1.78			
Rationale: RTK Q4 '12											
BLUE BLOODS	\$1,000	-	-	-	1	-	\$1,000	59.6			
P FRI 9:00P-10:00P	1						1	\$16.78			
Rationale: RTK Q4 '12											
CBS SUNDAY MORNING	\$300	-	-	-	1	-	\$300	46.1			
M SUN 8:00A-9:30A	1						1	\$6.51			
Rationale: RTK Q4 '12											

Weekly Subtotals	27	27	28	35	21	\$35,755	138				
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★ ADD 1X:30 BRONCOS GAME @ \$1500 ON 11/4
 → +1500 = \$37,255 gross
 \$31,666.75 net

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A2554	138	\$35,755	6,231.4*	\$5.74	74.86	7.4	842,175	1,125,000

Dayparts: D - DAYTIME; E - EARLY FRINGE; J - SPORTS; L - LATE FRINGE; M -
 PRIME; R - EARLY NEWS; T - LATE NEWS

Client Signature: *Tracey Hart*

Date: 10/10/12